

November, 1957

the Canadian *Realtor*



CAREB president J. S. Stevenson (right) receives scroll from incoming president Murray Bosley at Vancouver convention.

Full Conference Reports on pages 4 to 14 of this issue

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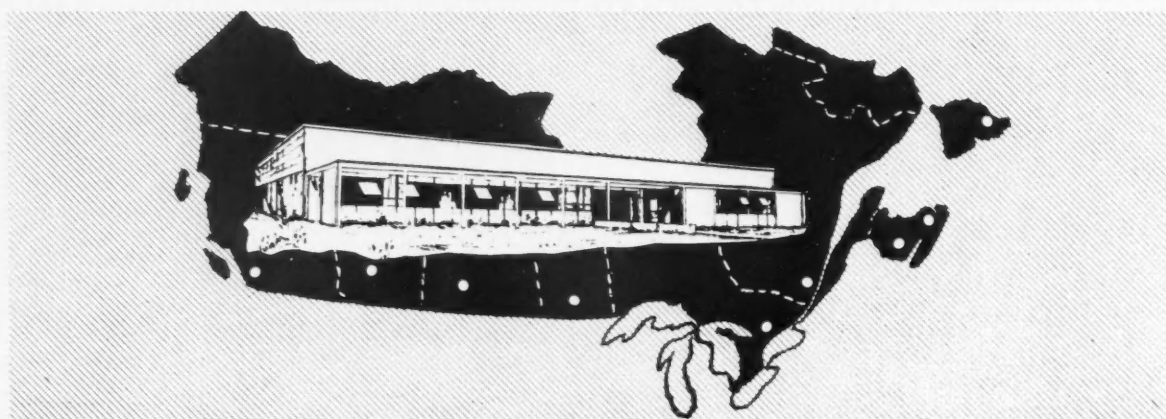
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THE CANADIAN REALTOR is published monthly by Southam Printing Company Toronto, Telephone EM.3-4021, 19 Duncan St. Business Manager—George Collington; Advertising Manager—F. L. Edwards & Co.

CANADIAN REALTOR—NOVEMBER, 1957



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"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."—Charles Dickens.

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Concentration on Co-Operation

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Delegates who've just returned from the Pacific Coast will be the first to testify that the Realtor or salesman is never through finding out new angles about the real estate business. As a service industry, its limits have no clear cut boundaries.

★

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At the convention, delegates drew on the discussions held in the convention meetings and the quiet conversations with fellow realtors from other provinces to find out more about the industry and its future; to learn what they can do to better their day-to-day contacts with customers and prospects; about the importance of using better, more up-to-date sales methods; and how a strong board can help its members.

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The publicity that the convention received in the national press and business papers gave many people a favorable impression of the professional standing of Realtors, that will be spread as widely as these publications are read.

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Additionally, by their co-operation at the convention, Realtors have helped strengthen the profession by moves aimed to encourage, police and protect their own improved status.

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Thirdly, the co-operation involved in the multiple listing set-ups across the nation help everyone, for what is good on an organized group level holds good also for an individual.

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So if you didn't get to the convention turn to page 4 where a thorough coverage of the proceedings can be read. Even if you did get to Vancouver you'll probably like to refresh yourself on many of the points covered.

★

Vol. 3

November, 1957

No. 11

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Subscription rates: Canada, British Possessions and the United States of America—\$5.00 a year. Authorized as second class mail, Post Office Department, Ottawa.

Pacific Coast Meet Hailed As "Best Yet" Conference



**Fourteenth
CAREB
Conference
Report**

CAREB's most popular event of the year draws 750 delegates and their wives to hear top flight speaker, enjoy professional camaraderie, and discuss plans for the future

Realtors from all across Canada took a long hard look at their industry: its future hopes and past experiences, in Vancouver last month.

Occasion was the fourteenth annual conference of the Canadian Association of Real Estate Boards, meeting at this Pacific Coast for the second time since the association's inception.

A carefully selected program, record-high registration, well-attended sessions and a spirit of friendly co-operation were the highlights of the convention, as the attending 750 delegates and their wives would testify.

Members of the Vancouver Real Estate Board earned themselves the rank of excellent hosts, and conference chairman J. F. Kelly and his committee are due a hearty vote of thanks for the way in which all the activities were organized.

Here on the Pacific shore were gathered top-flight speakers from all over Canada and the United States, discussing the particular aspects of the real estate business at which they are experts.

Facing the Future

Deliberating on facts gleaned from the three-day program delegates from our 7,000 member organization decided that the future would see:

- a pickup in the traditional winter downswing of the real estate business.
- increased public acceptance of the status of the realtor in his community.

- more houses being built, bought and sold in the years ahead.
- co-operative listing systems as the best way for realtors to "help themselves whilst helping others".

The conference got under way on Sunday, October 20, when a joint meeting of Eastern and Western Executive Committees reviewed the past year's activities and laid plans for the future.

The past president's dinner was held on Sunday at 6.30 p.m. and allowed exchange of reminiscences amongst previous office-bearers.

In the evening, an informal reception was held giving delegates and their wives a chance to get acquainted and to renew old friendships. Vancouver Board were the hosts for this gathering. Over refreshments were heard comments as to the truly broad character of the Association, which twelve months previously was meeting on the Atlantic coast, over 3,000 miles away.

Highlights of Opening Session

Three taps of the gavel by conference chairman J. F. Kelly brought the opening session to order on Mon-

day, October 21. Bishop G. P. Gower of Vancouver pronounced the invocation, following which F. J. Hume, Mayor of Vancouver, welcomed the delegates to the city, summing up the features of the city of which he is proud to be mayor.

A welcome to the conference delegates was extended by J. S. Stevenson, CAREB president, after which the delegates sat back to hear the report of secretary-treasurer W. H. Follows.

Mr. Follows' statistics and figures revealed that the association was entering its fourth quarter of the year's operation with a surplus, despite the added cost of moving into new quarters. His report (see page 8 for details) showed that the Canadian Association of Real Estate Boards will wind up its most successful year with a membership of 7,000, in 56 member boards.

Sam G. Russell, a director of the National Association of Real Estate Boards in the U.S. was a feature speaker for the business session which followed. Well-known in the States as a sales trainer, Mr. Russell proved to be an inspirational speaker and conveyed much of his own sparkling enthusiasm to his audience.

Salesman Sam, who probably spends as much time talking to various business groups as he does attending his successful Denver real estate office, told the convention that

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many realty deals are lost because of obnoxious mannerisms of salesmen.

Raps Silly Phrases

"The successful realtor", he contended, "never uses trite phrases or silly fill-in words. A sure way to sour a client is to use the word 'alrighty', or bid him 'bye bye now'."

Another distasteful habit peculiar to a great many businessmen he went on, is to end every phrase with the question "Do you understand?" This makes a client think that the salesman believes him to be stupid, he said.

Still another failing of many real estate people, he said, is their introduction of words foreign to people not initiated in real estate terminology. Smart alec terms like "hypo-thecate the collateral" are out, he averred.

Should Speak Clearly

It is important, he continued, that clients understand the meaning of every word used by the realtor when buying property. "Real estate people shouldn't use the word 'amortization' or other mortgage terms without explaining what they mean," he declared. "Say things that will arouse their interest, not confuse them. If they can't understand you, it's only natural they'll go to another realtor for advice." Another tip for salesmen, he said, is to refrain from turning on the car radio when driving clients to see a house. "They don't want music. They want to hear what you have to say."

Salesman Sam said another type of salesman he can't tolerate is the one who mumbles. "A client is usually too polite to ask the salesman to talk louder. If a client can't hear what's being said, it's a certainty he's not going to buy. Make your prospects understand with clear, simple words . . . you'll make a lot more sales that way," he explained.

Turning from salesmanship to the importance of community service by realtors and their Real Estate Boards, he cited this as vital to the future of communities in North America.

President Sums Up

Returning refreshed from a coffee break, delegates heard retiring president J. S. Stevenson sum up what the association had accomplished during the year of his office and to point to future trends.

His annual report predicted that more money would be available for home construction in 1958.

He said it was too early to be emphatic about the course of business

Meet Murray Bosley, CAREB President for '58

Long dedicated to service on behalf of organized real estate, Murray Arthur William Bosley was rewarded with the presidency of the Canadian Association of Real Estate Boards by unanimous vote of the delegates at the Vancouver conference.

Widely known in business circles in Toronto, where he was president of the Toronto Real Estate Board (1951-52), Mr. Bosley is also a past president of the Ontario Association of Real Estate Boards, and for the past two years has been vice-president of the Canadian Association. He is a Fellow of the Canadian Institute of Realtors, and was on the governing council of this educational body at its inception.

Heads W. H. Bosley & Co.

Murray Bosley now heads the Toronto real estate firm of W. H. Bosley and Co., which was founded by his father, William Henry Bosley. He was educated at University of Toronto Schools, where he had an outstanding record, and went on to graduate B.Comm. from the University of Toronto in 1936.

He was real estate advisor to the Department of National Defence, Ottawa (1939-41); assistant to the general manager, Wartime Housing Ltd., (1941-42); and served in the 12th Canadian Field Regiment.



MURRAY BOSLEY
CAREB President for
1957-58

for the next twelve months, pointing out that there were indications that inflationary pressures would diminish over the next few months.

Capital plans of industry for the summer of 1958 may show some decline from recent levels. That, together with maintenance of current rates of savings, could mean more money for mortgage investments next year.

Many realtors, stated Mr. Stevenson, report their brokerage business this year will reach record proportions. Both the 56 member boards and the CAREB's 7,000 plus members, were record totals.

Good Year For Home Sales

In spite of the tight money situation, it has been a good year for real estate sales. House sales, he said, have been good.

The retiring president said that one of the most important duties of the association, was to see that the Canadian public received all possible protection from unscrupulous agents.

Provincial governments, in most cases, seemed to think that real estate men have only an axe to grind, he said. They were suspicious of every move, when the association recommended amendments to provincial real estate acts. "It takes some unfortunate incident, when there is a substantial loss to the public, before our pleas for the strengthening of our licensing acts receive proper consideration from our provincial legislatures.

"This is a shame, but we shall, nevertheless, continue to strive for improvements and hope we shall eventually meet with success," he said.

(A fuller report of Mr. Stevenson's address appears on page 12.)

National President Speaks

Another major speaker of the day was Kenneth Keyes of Miami, Florida, president of the National Association of Real Estate Boards, who addressed the luncheon meeting on "Building a Real Estate Business".

The American association was formed in 1908, he noted, with 1,600 member Realtors. Today, N.A.R.E.B. represents 61,500 Realtors all across the U.S. The N.A.R.E.B. has enjoyed a long association with Canada's Realtors, who, before establishing their own Association, frequently belonged to the U.S. group. The greatest need for effort by local real estate boards is in the field of community planning, he contended, but the future of the national and regional association is in education and advancement of the business towards professionalism.

In the United States today 55 colleges are now giving Bachelor of Real Estate degrees, while a total of 148 are giving courses in real estate.

Homes For \$600 Down

Regarding home ownership in the United States, Mr. Keyes felt that the real estate profession was doing its greatest service in making Canada and the U.S. nations of home owners. Under the U.S. government's Federal Housing Administration Act, it is possible for a person to buy a \$12,000 for \$600 down, which he believed was wonderful, for 40 per cent of the families in the U.S. need more or larger homes.

In regard to the Canadian scene, Mr. Keyes stated that Canada had

(Continued on page 6)

CONVENTION

Monday Session, Cont'd.

a great advantage over its neighbor to the South in attracting foreign capital for investment as a result in the difference in withholding taxes, which in Canada are 15 per cent, compared with 30 per cent in the U.S. A gradual increase in capital funds for investment in Canadian real estate was also foreseen by Mr. Keyes. In the latter part of his talk Mr. Keyes elaborated on the theme "In Partnership With God", on which he has spoken many times in recent years, travelling 300,000 miles across North America to speak to various real estate boards.

A closed Sunday is practicable, added Mr. Keyes, and wherever it has been instituted has proved popular.

Shopping Centre v. Downtown

At the afternoon session J. A. Lowden of the Manufacturer Life Insurance Co. Ltd. of Montreal, addressed the Realtors on "Recent Aspects of Shopping Centers and their Effect on Downtown Retail Areas".

The pattern in the United States has been for sales to move out of the city center business districts, but not out of the metropolitan area, and



JAMES A. LOWDEN

Mr. Lowden expects to see the same pattern repeated in Canada.

"As the big growth in our population has taken place in the suburbs, the distribution of retail sales becomes more in favor of those areas at the expense of the downtown. Another factor operating against the downtown business center is the average level of income of the suburban dweller is 70 per cent higher than the city dweller's. This means that not only are more people living farther from the city's center, but also that those people are the big spenders. This combination alone is bound to have an effect on downtown's volume.

Difficulties of Access

"Add to this the difficulties of access, parking, the physical unattrac-

"Growth of Our Cities Has Taken Place in Suburbs" Lowden Tells Realtors

tiveness of most central areas and it is not difficult to see why this decline should occur," he continued.

Counterbalancing these detractions, Mr. Lowden saw the following in favor of the central area:

- Better selection of merchandise;
- Wider range of prices;
- More frequent bargain sales;
- More easily accessible by public transportation;
- Better eating facilities;
- The opportunity of accomplishing more errands on one trip.

These are real advantages, but only if the central area does something towards preserving them by providing for adequate access by private car, ample off-street parking properly related to the shopping section and reasonably priced, freedom from the feeling of congestion, noise and other undesirable elements affecting pedestrian circulation, and modernized, attractive shops.

Proportional To Department Store Space

"This study leads me to the conclusion that the regional centers are having an effect on the central shopping area," stated Mr. Lowden, "and the effect seems to be in proportion to the amount of department store space in the center to the total department store space in the area or entire community.

"It could be that the function of the downtown retail area is changing in the larger cities. Some American authorities feel that it will be restricted to serving the business population such as tourists, and convention-goers, residents of a few mile radius and those making special buying trips for particular items.

"However, major Canadian merchants have expressed the opinion that this aspect of the downtown area is a long way away in Canada and that it can be forestalled, perhaps indefinitely by aggressive action and co-operation by the merchants and municipalities to effect those improvements which I have suggested," he concluded.

New Executive of CAREB



NEW EXECUTIVE OF CAREB, elected at the national convention in Vancouver, are: (seated) J. A. Lowden, Montreal, Vice-President; Murray Bosley, Toronto, President; J. S. Stevenson, Winnipeg, Past President; and Don Koyl, Saskatoon, Vice-President; (standing) R. P. Klombies, Saskatoon, Regional Vice-President; Col. Russell Ker, Victoria, Regional Vice-President; John Rich, Calgary, Regional Vice-President; John F. Ritcey, Moncton, Regional Vice-President; Robert C. Aitkins, Boissevain, Man., Regional Vice-President; and Bert Katz, Ottawa, Regional Vice-President. On extreme right is H. W. Follows, Executive Secretary of the national association. J. S. Stevenson, out-going president told more than 750 delegates at the national convention in Vancouver that his term of office had provided him with "the thrill of a lifetime". He expressed particular thanks for the help and guidance he had received from the members of the national executive and also from past presidents Jack Weber and Roy Patterson. Both Mr. and Mrs. Stevenson received a special tribute and a presentation from incoming president Murray Bosley of Toronto. He said that in following "this great man" he would have a great example to live up to, but that with the staunch support of a wife who would be equal to the sacrifices of home life involved in the presidential duties, he would do his best.

CONVENTION

Monday Session, Cont'd.

Concurrently, P. A. Seagrove, OAREB president, acted as moderator of the Co-Op panel. The many ideas for improving and servicing Co-Op listing bureaus which were discussed at this panel, gave delegates hints as to how they could assist their own board's function.

Details of the discussions will be published in a forthcoming issue of the Realtor.

The afternoon's business concluded with the panel "Organized Real Estate in Canada", at which the moderator was J. S. Stevenson.

Relaxing after an interesting day at the business sessions, delegates and their wives were guests of the Victoria Real Estate Board for cocktails Monday evening.

Ralph C. Pybus, president of the Canadian Chamber of Commerce, addressed the dinner meeting. His topic was "Facing Up to Canada's Future".

•

Tuesday Session

Early rising delegates filled the conference rooms Tuesday and Wednesday mornings at 8.30 to hear the round table discussions on the particular phases of real estate that most interested them.

Six subjects were covered in the concurrent round tables. They were: Appraisals, Property Management, Advertising, Listings, Licence Law, and Investment Property.

Newspapers across Canada gave wide publicity to the round table words of Calgary realtor Jack Rich who led the advertising group. They were pleased indeed to see their media used so widely and successfully by realtors.

Leading his round-table discussion, Realtor Rich said that advertising generally accounts for fifty per cent of real estate sales, the other fifty per cent coming from personal contacts.

"From the figures, it would appear that newspaper advertising will always continue to be the best medium through which to advertise real estate", he said, quoting statistics which showed that 61 per cent of the real estate advertising dollar went into classified advertising, 22 per cent into display advertising, 7 per cent for signs, 1.5 per cent for radio, .5 per cent for television and 8.5 per cent for miscellaneous advertising such as

mailed circulars, billboards and calendars.

The best day of the week on which to advertise depended on the individual city and its shopping habits, the round table decided.

Bus Tour of Vancouver's Sights

Following the round tables, conference delegates were amongst the very first people to ride on some of Vancouver's newest sightseeing buses for a trip around the city. These buses had been delivered to the bus company just prior to the conference. From these glass-topped viewliners, the delegates and their wives saw the Lion's Gate Bridge, famous Stanley Park, the new Second Narrows Bridge, UBC's picturesque campus and many other sights.

Fashions Delight Ladies

At noon, there was a special date for the ladies at the Panorama Roof of the Hotel Vancouver. At luncheon there, they met Winnifred Mather, women's fashion editor of the Van-

couver Province, and saw her present her "Accessory Story".

After many years in all fields of fashion Mrs. Mather was able to give some exciting ideas to the ladies. Her recent trip to Europe, when she attended the openings of the Fall fashions in Paris, gave her many fresh ideas which she said she was delighted to bring back and share with the women of Vancouver and their visitors to the convention.

Of course the basic dress, which didn't necessarily have to be black but had to fit and be a solid color, was an absolute necessity to all wardrobes, she continued.

An immediate favorite with the ladies assembled was the tweed set which Mrs. Mather demonstrated, and which was also one of the newest ideas in Paris. Her light tweed Breton hat and Eton collar completely changed the look of her basic dress, but the most exciting accessory was the tweed tunic skirt which was merely four separate panels threaded on a wide black patent leather belt.

"Businessmen Must Help Stem Tide of Russian Imperialism" Hills Warns Realtors



REV. W. HILLS

Meanwhile, delegates sat down to luncheon, where they were addressed by Padre Billy Hills. Rev. Hills is widely known in the west as an outspoken critic of government, morals, etc. He served in the Royal Canadian Navy as a padre during the war, and afterwards went to Victoria as minister of the Anglican Cadboro Bay Church. His message was dynamic and colorful and was interspersed with cheers from the delegates.

He warned that Canadian businessmen must not "leave the battle against international communism to the politicians—for it is your fight as well."

The struggle of Capitalist and Communist, he said, is much more than a material one. "Capitalism", Mr. Hills said, "must arm itself to defend the Christian way of life. For Capitalism is not a dirty word. You just have to read the parable of the Talents to see that God approved of the

man who made good use of his capital and booked out the coward.

Needs a Void to Prosper

Communism prospers "when there is a spiritual void in men's hearts. Its appeal toward our young is especially dangerous. And as real estate men, you must be very concerned. The land you deal in belongs to God. The buyer may acquire title to it—but it is not really his."

The rector pointed out that the Soviet satellite sputnik had been of tremendous psychological value.

"It may be a little bubble of no military significance, plowing its way through the cosmos, but the bare fact remains that we have allowed the Soviets to take the initiative".

"To stem the tide of historical Russian Imperialism, all of us", Mr. Hills warned, "and especially you businessmen, must reinforce all the spiritual powers at our command."

CONVENTION

Tuesday Sessions, Cont'd.

Only Real Estate Survives "Shrinking Dollar"

"Real estate is the only commodity that can survive the shrinking value of the dollar", Toronto realtor Hugh Shortill told delegates, in his address "Selling to Today's Real Estate Market", to the afternoon business session.

Stocks have declined in recent weeks, yet real estate values continue to rise, contended Mr. Shortill, advising realtors to put "shrinking dollars" to good use.

"Put Yourself in Debt"

"My advice would be to buy as much real estate as you can, put yourself in debt and make the payments with the shrinking dollars."

Mr. Shortill warned that valuable

property near major cities is being bought up quickly.

"The supply of land is not inexhaustible but if you can get it at a good price you can't make a sounder investment."

Two panels, one on residential sales, the other on industrial and commercial real estate, wound the business sessions for Tuesday.

Mr. Shortill's address will be published in greater detail in a forthcoming issue of "Realtor".

In the evening delegates frolicked at a reception, and the **Vancouver Varieties**, which followed in the ballroom and banquet room, a five star attraction combining dinner, floor show, and dancing.



HUGH SHORTILL

Wednesday Session

Following the Round Tables on Wednesday morning realtors heard E. M. Boerke, President of the American Society of Industrial Realtors, say that it is likely Canadians will see an urban-industrial area from Montreal through to Niagara as a result of the St. Lawrence Seaway.

"Canada's rate of industrial growth is now faster than the United States", he added.

Mr. Boerke also said that "the best advertisement for any community is successful existing industrial. One larger industry will bring in many smaller service industries. The greatest source of prospects for industrial expansion is our own existing industries. Many communities who spend thousands of dollars in industrial promotion efforts to attract new industry would do well to give more thought and effort toward encouraging their own existing industry, because, first, as stated before, a satisfied employer is your best advertisement and, second, that effort and expenditure will pay much greater dividends in attracting new industry than expensive brochures and elaborate promotional programs."



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TORONTO DAILY STAR

Peterboro Wins Attendance Award



J. N. BOWES receives the Harry LePage Attendance Trophy from the donor on behalf of the Peterborough delegation of realtors to the convention. Award was made on a mathematical computation of distance to the convention city, and the ratio of members in attendance to the total membership of their board. The Saskatoon and Hamilton Boards were runners-up to Peterborough on this basis. Looking on are Mrs. Stevenson and the convention totem pole.

CONVENTION

Wednesday Session, Cont'd.

George Vincent, special representative of the Aluminum Company of Canada, speaking at Wednesday's luncheon outlined the growth of a planned community such as was created in Northern B.C. by the Aluminum Company's development in Kitimat.

Keys to Success

Jules Saxe, a well-known Californian realtor, and one with long experience in real estate education at west-coast centres, took a speaker's prerogative of altering the title of his address from "Methods and Procedures of Operating a Real Estate Office" to "Methods and Procedures of Operating a **Successful** Real Estate Office."

He started off with the results of research done by the University of Los Angeles on hundreds of real estate firms. It was found, reported Mr. Saxe, that there are very few successful brokers and salesmen making an adequate living—that the turnover in salesmen is very high—and that there are large numbers of offices opening and closing every year.

Research showed that the size of the business was no indicator of its success; what did matter was the way in which the business was managed.

What Makes Success?

The Californian outlined the concept of a successful real estate office, pointing to the following factors:

- Is everybody in the office happy?
- Do your competitors believe you're successful?
- Does the public believe you're successful?
- Does the company have long-range objectives? If so, do the salesmen know these objectives?
- Are the top men getting more leisure time?
- Is there any plan for continuing the business should the owner retire?
- Can your office function for any length of time without you?

A negative answer to any of these ideals can be the reason that your salesmen don't stay with the firm, and Mr. Saxe went on to outline the many reasons that salesmen transfer to another office, or leave to start brokerage businesses of their own.

It's a tragedy that these men leave jobs after short periods of time" said Mr. Saxe. "We must keep capable

people with us as long as we can, because we have a big investment in them. It's a waste of time hiring and training staffs that will ultimately leave you . . . cost of training a salesman can be two to three thousand dollars in the first year.

"You have to get started, and you have to do it with manpower. Just as when you made an investment and opened your office, you must invest in manpower individually, and as each of your men reaches the point of deserving promotion. It's very important to build up your deserving men in front of the group, and compliment them for what they've done. All people like to know that the boss recognizes that somebody is doing a good job," he said.

Mr. Saxe's address is of such interest, it will be reprinted in full in a subsequent issue of the Realtor.

Closing Sessions

The convention wound up its meetings with a business session at which CAREB president J. S. Stevenson was chairman.

The meeting

- Heard and passed unanimously the recommendations of the Resolutions Committee.
- Passed the suggested amendments to By-Laws and Constitution, Elected a new slate of officers.

New president of the association is Murray Bosley of Toronto. Vice-presidents are Don Koyle, Saskatoon and James Lowden, Montreal. Regional vice-presidents are as follows: Alberta: John Rich (Calgary); British Columbia: Col. Russell Ker, (Victoria); Manitoba: Robert C. Aitkins, (Boissevain); New Brunswick: John F. Ritcey, (Moncton); Nova Scotia: Pat King, (Halifax);

Ontario: Bert Katz, (Ottawa); Quebec: Georges Couillard, (Quebec City); Saskatchewan: Robert P. Klombies, (Saskatoon).

Officers were installed at the final banquet, which also saw

- Presentation of the Harry Le Page trophy for attendance/distance-travelled to the Peterborough Board.
- Presentation of the Football Trophy to the Hamilton Board which had won out in the Co-Op sales contest with the Vancouver Board.

President elect Murray Bosley addressed the adjourning session of the convention with words of confidence directed at the future of the association.

Other conference features:

page 10 CIR Report

page 11 Resolutions

page 12 President's Address

page 14 Sec.'s Report

MORTGAGE LOANS

Money available
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Hamilton Wins Vancouver Challenge

ART JACOBSON, (right), chairman of the Vancouver Real Estate Board's Multiple Listing Service committee passes the ball to Gordon Todd, Manager of Hamilton's Co-operative Listing Service in a brief ceremony at the CAREB convention final banquet.

The football was awarded to Hamilton for out-selling the Vancouver service during the first nine months of 1957. Hamilton racked up \$35,690,440 to Vancouver's \$30,800,729.



CIR Annual Meet Elects Brantford Realtor President for 1958



PAT HARVEY
CIR President For 1958

Brantford realtor P. J. Harvey was elected president of the Canadian Institute of Realtors at its annual meeting in Vancouver, held this year before the CAREB conference.

The CIR governing council met on Friday (October 18) to hear reports from its various committees and to discuss plans for the future. Particularly heartening was the report that enrolments for the correspondence course this year totalled 164: 91 for the first year, 32 for the second year, and 41 for the third year, not counting those who are repeating some subjects.

MacPhee Addresses Members

The luncheon meeting of CIR heard from University of British Columbia's dean of commerce, Earle D. MacPhee. Dean MacPhee, who has played a big part in the setting up of a university course in real estate with the co-operation of the Vancouver Real Estate Board, told realtors that Canadian businessmen couldn't lick the shortage of skilled manpower by taking the "normal approach" of loading staffs with untrained personnel.



EARLE D.
McPHEE
Dean of Commerce at the University of British Columbia.

"The post-war boom has outpaced the training of enough competent people in business to serve the needs of society", he said. "Faced with this problem, businessmen have taken on a lot of extra people—but now they're finding out that this approach won't work. It costs too much to

have incompetent people on a staff who can't grow up in the business"

Dean MacPhee told the delegates that this trend has been "only too evident" in real estate.

Caught in a population upsurge and a suburban development boom, the real estate man must be more than a good salesman, contended the Dean. "He must do more than find a home, for on him rests the responsibility to develop our cities wisely and not at the expense of society. He must be a community planner as well."

Yet in the real estate business, he added, the ratio of salesmen who start out in business and do not stay "is extraordinarily high, considering the social responsibilities the business carries."

The solution, Dean MacPhee said, lies in "training and equipping your people to meet these responsibilities. In this way, a business man can have some guarantee of creating executives from his staff."

The Dean concluded with a review of the way in which UBC has aided business associations in working out and administering training programs. The course in real estate there has advanced so far that the University is considering application for the post of professor of real estate.

Secretary Treasurer's Report

The secretary-treasurer's report, was presented to the afternoon session of the Institute annual meeting, by W. H. Follows.

He commented on:

- the move of the Institute offices, with those of OAREB and CAREB, to newer and more spacious quarters.
- the addition of an assistant secretary to the staff, whose services will be available to the Institute under the agreement with the other two organizations.
- the sound financial position of the Institute.

Mr. Follows elaborated on the statistics of enrolment, which point to the fact that about 25 per cent of those who enrol in the course actually will graduate at the end of the three years. "I do not feel," he said, "that it was the intention of the founders of the Canadian Institute of Realtors to make the correspondence course easy. Our correspondence course is extensive and time-consuming, and our standards are being maintained at a high level."

Elections of Officers

On Friday morning, the Governing Council met once more, this time to elect a president, vice-president and executive-secretary, and to review the program for 1958.

P. J. Harvey of Brantford, Ont., was elected president of the Institute. He was vice-president last year.

Other officers elected to the governing council for three-year terms were J. Arnold Burn of Calgary, R. J. Flatt, Fort William, Ont., D. H. Koyl, Saskatoon, J. A. Lowden, Montreal, and H. C. MacArthur, Toronto.

Operation Home Improvement Off to Good Start

A national campaign to open up an expected \$650 million market in Canada for building material manufacturers and all segments of the housebuilding industry started October 12th.

With the support of national trade organizations, trade unions, private companies and government agencies, campaign is aimed at spurring homeowners into carrying out needed improvements to older houses, and to familiarize them with the lending facilities available for this work under the National Housing Act.

By co-ordinated and often co-operative advertising, the campaign will, it is hoped bring:

- Increased demand for building materials to offset the effects of the decline in new housing.
- more work for plumbing, heating, lumber and other contractors in the housing field.
- more winter employment for building tradesmen, to counteract seasonal unemployment in this field.

Organizers estimate that 450,000 houses in Canada are badly in need of major repairs, and will spend \$70,000 on a campaign.

CAREB Convention Resolutions

Demand Tax Act Clarification

An effort to clear up the deficiency in the Income Tax Act, which makes it impossible to ascertain whether or not a person who sells real estate for a profit is liable for income tax, or exempted under capital gains clause, was behind Resolution No. 4 passed by the delegates to the CAREB conference.

In a strong resolution to the federal government, the conference requested an early amendment to the act, pointing out that the present uncertain state of the law regarding such income and profits "tends to discourage investors from investment in real estate".

Movers of the resolution maintained that owners of real estate are "unable to ascertain with any degree of certainty from anyone", what profits or gains on real estate are actually taxable.

Text of the resolutions follows:

Resolution No. 1: "Veterans' Land Act"

Whereas by Section 36 of the "Veterans' Land Act" being Chapter 280 of the Revised Statutes of Canada, 1952, the payment of a real estate commission to real estate brokers is prohibited where land is purchased under the Act aforesaid:

And Whereas it is felt that such legislation is unfair and not in the best interests of the veteran:

And Whereas a veteran wishing to take advantage of his rights and privileges under the Act aforesaid cannot employ the services of those best qualified and trained to advise him, namely, a duly licensed real estate agent:

And Whereas by not dealing with a real estate agent he is denied the advantage of seeing a larger number of properties from which to choose:

Be It Therefore Resolved: That the Canadian Association of Real Estate Boards make representations to the Minister of Veterans' Affairs to have Section 36 of the "Veterans' Land Act" deleted in order that duly licensed real estate brokers might properly be paid commissions on transactions effected by them and falling within the terms of the "Veterans' Land Act".

Resolution No. 2: Referral Commission

Whereas the laws of some Provinces within the Dominion of Canada prohibit the payment of a real estate commission to licensed real estate agents in another Province:

And Whereas it is felt desirable on certain occasions to encourage a duly licensed real estate agent to refer prospective owners and/or buyers to duly licensed real estate agents in other Provinces:

Be It Therefore Resolved: That the Canadian Association of Real Estate Boards request the member Provincial Associations to make representation to their respective Provincial Legislature with a view to having the necessary Statutory Amendments made enabling duly licensed real estate agents in one Province to pay a referral commission to duly licensed real estate agents in any other Province.

Resolution No. 3: Pensions

Whereas recent amendments to the "Income Tax Act" make payments to approved Pensions Plans by self-employed persons deductible for income tax purposes:

And Whereas it is felt desirable to provide some form of pension plan for real estate brokers:

Be It Therefore Resolved: That the Canadian Association of Real Estate Boards study the feasibility of making available a suitable pension plan for all of its members which will enable such members to take advantage of the recent amendments to the taxation legislation concerning pensions for self-employed persons.

Resolution No. 4: Income Tax

Whereas Members of the Canadian Association of Real Estate Boards are vitally interested in those sections of the "Income Tax Act" relating to

income from real estate and profits from real estate transactions:

And Whereas the present uncertain state of the law regarding such income and profits tends to discourage investors from investment in real estate:

And Whereas owners of real estate are unable to ascertain with any degree of certainty what profits or gains on real estate transactions are taxable:

And Whereas owners of real estate sometimes enter unintentionally into a transaction which is subsequently found by the Income Tax Appeal Board or the Courts to be in the nature of trading and therefore taxable:

And Whereas Members of the Canadian Association of Real Estate Boards find it difficult to obtain precise opinions in what profits or gains on real estate transactions are taxable:

Be It Therefore Resolved: That the Canadian Association of Real Estate Boards request the government of the Dominion of Canada to amend the "Income Tax Act" in order to provide a clear definition of what gains and profits in real estate transactions are taxable so that the public can enter into such transactions with confidence.

Resolution No. 5: General Appreciation

Resolved that the thanks and appreciation of this Association be extended in writing to:

(1) The management of the Hotel Vancouver, for its fine handling of the conference arrangements:

(2) TCA and the railways for their care and courtesy in transporting delegates and their wives:

(3) The speakers and other participants on the program who gave their time and talent:

(4) The Real Estate Board of Victoria for the reception on Monday evening:

(5) The representatives of the press and radio who covered the conference:

(6) The officers, directors and members of the Vancouver Real Estate Board, and their wives for their hospitality and enthusiastic hard work which ensured the success of the conference:

(7) Mr. Follows and his staff who performed their duties so loyally and capably:

(8) Mr. Kelly, Mr. Creer, Mr. Williams of McConnell Eastman Co. Ltd., and the various committees who have so successfully and capably arranged the details for this Convention.

Stevenson Congratulates Hard-Working Committee Members

1957 President gives roundup of year's activities

This Report is being made after I have been in office nearly ten months, and some thirteen months since I had the honor in Halifax of thanking you for the confidence you placed in me by electing me your President.

I should, first of all, like to tell you that I have greatly enjoyed my term of office, and in spite of the demands on my time, I can honestly say it has been the finest and most exciting business experience in my life.

It was evident when I was made this association's first officer that I could count on extremely loyal support from the officers you elected. In this I have certainly not been disappointed and it gives me sincere pleasure throughout the early stages of this Report to pay tribute to the very capable and hard working executive with which I have had the privilege of working in the year 1957.

One of my duties after being elected was to select a number of the executive and committee chairmen, and I may say this is one matter in which my ability has proven quite outstanding.

Your organization today has seventeen separate committees on which the success or failure of your association largely depends. One of the difficulties in a Canada wide organization, with changing officers and committee chairmen, is how to get off to a quick start at the beginning of the year. To overcome delays it was decided that the duties of these committees would be spelled out, and your western vice-president, Mr. Don Koyle, prepared a set of instructions which were sent to each of the seventeen chairmen. I believe these were largely instrumental in getting in our committees off to a flying start at the beginning of the year.

Committees Worked Hard

I think it is important that I tell you some of this year's highlights and accomplishments that may not as yet be evident to you and which were in no small measure due to the work of these many committees.

Acting on instructions of the directors and delegates at Halifax we established a dominion wide and a



J. S. STEVENSON, CAREB President

scholarship committee. The **dominion wide committee**, under the most capable chairmanship of past president Mr. Jack Weber, was given, among other things, the major task of looking into our organizational set up with a view to constituting all organized real estate into a single closer knit national entity. This committee, after months of study and work, brought in an outstanding report and, from this, you will be asked on Wednesday to vote on amendments to our constitution. These amendments were published in the September issue of "The Canadian Realtor" and, if approved, they will, in my opinion, be the means of improving our organization by making it possible for future executives to function much more smoothly and perhaps economically. I wish time permitted me to give you a word picture of the investigation that was necessary before this committee considered its work accomplished.

Scholarship Committee

I am pleased to tell you that the scholarship committee, under the chairmanship of Mr. Aubrey Edwards of Calgary, has brought in a splendid report; the result of which could be that in 1958 the Canadian Association of Real Estate Boards may have scholarships available in our Universities for sons and daughters of our members or for university students preparing themselves for a business career in Real Estate. This fund at

the present stands at \$5,000.00 and, as it grows, our contribution to education should be considerable.

You will, I am certain, be delighted to hear that the history of our organization is now written, and I believe, should be published before the year's end. I think you will be pleased to see the fruit of the **historical committee's** work, under the chairmanship of vice-president Mr. Don Koyle, and its publication should enable us to give members of our organization a first class and most interesting history which dates back to the year 1942.

Public Relations Efforts

Another of our major accomplishments this year is in the matter of public relations. It was decided that a sincere effort should be made to keep the public informed in real estate matters and that bulletins should be published in as many local papers as possible. To make certain this was accomplished, I asked Mr. Murray Bosley, our Eastern Vice-President, to take on the additional duty of heading this committee. Mr. J. Caulfield Smith of Toronto, a public relations' counsel, was employed in November 1956, and Mr. Bosley and his able committee, working with Mr. Caulfield Smith, have done an outstanding job. Once a month, under your president's name or the name of the local board president, articles on varying phases of our profession appear in the local and financial papers. These articles have brought forth very favorable comment from the public, and I therefore recommend that these releases be continued.

Resolution Well Received

While we are on the subject of public relations, I would like to remind you of the very favorable publicity we received in connection with the Educational Mortgage Resolution passed in Halifax last year. Convention resolutions have a very real

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Seventeen Committees Work Toward Association's Success

value to our association when they are properly conceived and presented and cover a subject of national importance.

May I urge all board presidents to take an interest in seeing that their executives give time and thought to the presentation of resolutions to future annual conferences.

I am sorry that Mr. Caulfield Smith has been forced to resign as our public relations counsel due to his acceptance of a full time position with the National House Builders Association. We expect to be in a position to announce the name of Mr. Smith's successor very shortly.

Mr. Pat Harvey, of Brantford has continued in his efforts in regard to the registration of the term "Realtor", and, while this job has been rather an exasperating one, I am sure you would wish to join me in expressing a vote of thanks to Mr. Harvey for his untiring efforts, which we are sure will eventually be crowned with success.

Mr. Phil Seagrove and his co-operative listing committee have again done a wonderful job, and the statistics published by the committee in the Realtor, are eagerly read across the country, and have been instrumental in increasing sales by engendering competition between boards.

"Realtor" Improving Steadily

The Canadian Realtor, which has been published in its present form for the past two years, is improving steadily, and I think I am safe in saying that it is one of the better trade magazines in our country. The cost of this organ is high, but it can eventually be brought down by an increase in advertising revenue. I do not think it will be very long before our members realize the advantages that can be obtained from using the Realtor as an advertising medium.

I mentioned earlier that we have seventeen committees, and the fact that I have only referred to a half dozen of them does not mean that others have not been active. In fact, most of them have been extremely active, and have done an exceptionally fine job, but I have tried to mention those in which there were some particular highlights to report.

The educational arm of our association, C.I.R., held its annual meeting last Friday. Mr. Phil Bedford, of Toronto, is the president, and under

his most capable leadership this institute is doing some remarkably fine work in the field of real estate education. The excellent correspondence course, through the University of Toronto, which was commenced in the Fall of 1955 is proving very popular. Thirty-five students have passed their exams for the first two years. The course is not a simple one, and, as it is a three year course, the first class will not graduate until the summer of 1958. Any student passing this course should have an exceptionally rounded knowledge of the real estate business, and should bring credit to our organization, and be in a fine position to become one of the acknowledged experts in our field.

Strong Membership

Our Secretary, Mr. Bill Follows, has given you the statistical data in regard to member boards and the total membership. I would like to point out to you that the membership committee, chaired by Mr. John Ritcey of Moncton, was asked this year, after our tremendous expansion in 1956, to concentrate its efforts in Quebec and the Maritimes where our organization has not the proportionally large membership that it has in the rest of Canada. The efforts of this committee have met with some degree of success, and I am pleased to report that a Board has been formed in St. John, N.B., also Boards in Timmins, Courtenay and York County. Our member Boards now total 56 and we have approximately 7,000 individual members, the highest total of all time.

Our secretary has also informed you that our association has new executive offices with the Ontario Association of Real Estate Boards, at 109 Merton Street, in Toronto. It was evident, about a year ago, that we might have to give up our quarters on Yonge Street, which we had so much enjoyed sharing with the Toronto Real Estate Board and the Ontario Association of Real Estate Boards. All three organizations have been expanding, and when it was found that we had to increase our staff there was not sufficient room at 1883 Yonge Street. Early this year a committee was formed to find new accommodation. Thanks to this committee, we are now in our new quarters, well situated in a convenient location close to the Toronto Real Estate Board and handy to the Subway. Our office is well equipped and well staffed, and I would like to

commend Mr. Bill Follows, our executive secretary, and his staff for the most competent job they are doing. I should also like to mention how sorry we were to dissolve the happy arrangement which we had with the Toronto Board, and to officially thank them for the excellent and friendly co-operation we always received at their hands.

In our new quarters there is some room for further expansion, and the excellent facilities should be the means of maintaining a very efficient staff, which can do its work under excellent conditions.

Nation-Wide Visits

This year your executive officers visited and spoke in some twenty-two cities, and addressed about thirty Boards. I think it is the general feeling that these visits of the president and vice-presidents, serve a very useful purpose in that it gives these officers an opportunity to understand local conditions, and further gives them a splendid chance to observe

(Continued on page 26)



LOOKING FOR AN EFFECTIVE ADVERTISING MEDIUM IN ALBERTA?

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THE EDMONTON JOURNAL

One of the eight Southam Newspapers

Executive Secretary Reports On Establishment of New Offices for Organization

*Tells cheering delegates that CAREB
is now settled in new commodious offices*



BILL FOLLOWS
Executive Secretary

I am both pleased and proud to report to the members of the CAREB on the activities and progress of your Association in 1957. I am pleased because it is an enjoyable task to report outstanding progress, and proud that I have played some small part in the growth of this Association.

To me, 1957 has been a year of superlatives. To coin a grammatically incorrect phrase, it's been the biggest and the bestest. This is the biggest gathering of real estate people in the history of real estate in Canada.

Your president asked me to refer very briefly to the new Association headquarters.

As many of you know, the Canadian Association, in co-operation with the Ontario Association of Real Estate Boards, and the Canadian Institute of Realtors recently established our own association headquarters at 109 Merton Street, Toronto. I believe it has long been the desire of the officers of the three Associations to establish their own association headquarters.

The Toronto office has some 1,800 square feet containing some \$12,000 worth of new equipment and the Association now has a staff of six full-time employees, having acquired the services of an assistant secretary just prior to my leaving Toronto. We are quite confident that the action taken by the executive in obtaining our own offices will benefit the membership of the Association.

I would be remiss if I did not at this time publicly express on behalf of the president, directors and members of CAREB, our sincere thanks to the Toronto Real Estate Board for the wonderful co-operation and assistance rendered to your Association during the many years we shared executive offices with the Toronto Board.

Membership Details

In the field of membership, we have had an outstanding year. Since

the Halifax Convention 1,078 members have been added to our roster to bring the total membership to 7,030. This membership figure is almost double that at the time of the 1955 conference held in Edmonton, and makes your Association one of the largest in Canada. Two new boards have been added to bring the total to 54.

Finances of the Association

Some few years ago the fiscal year of the Association was altered to coincide with the calendar year. Therefore the following financial figures are from the interim statement, for the period ending September 30th.

At the present, the Association has assets slightly exceeding \$50,000. The income for the year 1957 will be in excess of \$48,000, and it is hoped that with the commitments undertaken by your Association for this year that expenditures will not exceed this amount.

Staff

Much has been accomplished by your Executive and Board of Directors to date in 1957. As mentioned earlier, we have established our own executive offices. Mr. Quentin Burke has been employed as the assistant secretary and one of his main tasks will be to edit the Canadian Realtor. This had previously been done to a large extent outside of our offices. I feel that this action will give the Association more complete control of its publication, which will, of course, be to our advantage. The Realtor is now being mailed to some 8,700 persons monthly in Canada and the U.S.A.

Public Relations

Your Association has been most active in the field of public relations. Early in 1957, the Association secured the services of a professional public relations expert. The results of this action have been most gratifying to the committee and I am quite con-

fident, most beneficial to the members of the Association.

History

The Association has prepared a complete history of the CAREB since its inception 14 years ago. This has been a monumental task undertaken by a committee under the chairmanship of the Vice-President, Don Koyl. I know you will look forward to obtaining a copy of this interesting and informative history of your association.

Co-Operative Listings

The co-operative or multiple listing service is now being used by 40 of our 54 member boards. Some 320 million dollars worth of property will be merchandised through the media of co-op in 1957. This represents an increase of approximately 30 per cent over 1956. More important is the fact that the national percentage of sales to listings has increased from 33 per cent to 36 per cent.

Hard Workers

I'd like to express my appreciation to Mr. Jack Kelly, chairman of the conference committee and to all the members of his committee who have worked so diligently to make this conference the wonderful success which I know it will be. It is gratifying, indeed, to see so many members in attendance, who have travelled so far, and I am confident that they will go away satisfied and better informed.

To accomplish these tasks has meant a great deal of time and effort by your executive and committee members. Countless committee meetings and executive meetings have been held throughout the year. In closing, I would like to congratulate the Executive Committee, the Directors, Regional Vice-Presidents and Committee Chairmen, who have worked so conscientiously to bring about the excellent progress we have had in 1957. To our senior officer, Mr. Stevenson, I would like on behalf of the members of the Canadian Association of Real Estate Boards to pay tribute and congratulate him on his outstanding leadership, untiring efforts and self sacrifice. It has been my privilege and pleasure to have had the opportunity of working with our president.

Finally, on behalf of all the members of the Canadian Association of Real Estate Boards, my thanks to all those who have given so freely of their time and efforts in the interests of our Association and organized real estate in Canada. Thank you.

EDITOR'S MAILBAG

Even in Kenya They Want to Take The CIR Course

A letter received at the Canadian Institute of Realtors office postmarked Kenya indicates that at least one ambitious person from that territory wants to take the CIR correspondence course.

Writing from Mombasa, R. W. Goldring advised that he had visited Canada and was hoping to return next year to take up permanent residence as he had been offered a post in Nanaimo, B.C.

He was advised that it will be possible for him to enrol and study in Kenya: arrangements are being made by the University of Toronto so that he can take his examinations under supervision in the Canadian High Commissioner's office there next Spring.

* * *

Enjoys CIR Course

Mr. P. S. Bedford, F.R.I.,

President,

Canadian Institute of Realtors.

Dear Sir:

Thank you for your kind letter of congratulations on my passing the second year of the C.I.R. examinations.

I enjoyed the second year studies and I am looking forward to the third year with increased interest.

All those, whose foresight, persistence and hard work made this course possible, are to be commended for supplying a great need and for doing a wonderful job. We, who stand to benefit from the course, owe a great debt to all of you who made it available to us.

Yours very truly,

C. F. Whynacht,
Halifax, N.S.

* * *

Likes Realtor Articles

Dear Sir:

"... could I take this opportunity to compliment and thank all those responsible for the valuable information contained in recent issues of the Canadian Realtor. The "Introduction to Real Estate Selling," parts 1 and 2 by Hugh Shortill, published in the July and September issues, was a noble and generous contribution. J. I. Stewart's Appraisal Section in the September issue contained a very thought-provoking and well-presented article..."

Yours truly,

Bob Alliston, Realtor,
London, Ont.

New Books For Realtors

Books reviewed here may be obtained from the publisher mentioned in the text. They are not available from the CAREB offices.

Any Questions on Real Estate?

"Questions and Answers on Real Estate", by Robert W. Semenow, 3rd edition, Prentice-Hall, 70 Fifth Ave., N.Y. 11, New York. About \$7.50.

The two previous editions of Mr. Semenow's book have been national best sellers in the real estate field. The third contains more than 2,000 questions and answers (twice the number of the first edition and a third more than the second edition) and is completely up-dated and enhanced by the addition of new and important material or mortgage financing.

Though some of the questions and their answers undoubtedly refer to matters that are peculiar to the United States, most of the material has direct bearing for Canadian readers.

Attorney Semenow is secretary-treasurer of the National Association of License Law officials. He is counsel for the National Association of Real Estate Boards and a professor of real estate at the University of Pittsburgh.

Taken From Examinations

Aside from the questions and answers... many of which are taken from various state license board examinations... Mr. Semenow includes text material, definitions and real estate forms which embrace almost every situation likely to confront the real estate practitioner, lawyer, banker or building and loan official.

Here are a few sample questions:

- Can a salesman advertise listings in his own name without mentioning his broker?
- Is there a distinction between a broker's exclusive agency and an exclusive right to sell?
Here are the answers:
- A salesman may not advertise listings in his own name without mentioning his broker.
- In an exclusive agency, the broker receives no commission if the owner sells the property without the aid of a second broker. Under an exclusive right to sell agreement, the broker can recover his commission if a sale is made by the owner during the term of the agreement.

"How To Help Your Real Estate Salesman Produce More Business" Lois T. Vogel. Prentice-Hall, Inc. 70 Fifth Avenue, New York 11, N.Y. 1957. 240 pp. \$5.95.

In this text are given hundreds of pay-off methods that show how to keep your sales personnel stimulated and prosperous... how to hold and manage the kind of sales force that guarantees volume business.

* * *

"Why Families Move" P. H. Rossi. Free Press, Glencoe, Ill. 1955. 220 pp. \$4.00.

A study in the social psychology of urban residential mobility conducted under the joint sponsorship of the Bureau of Applied Social Research and the Institute for Urban Land Use and Housing Studies at Colombia University.

* * *

"Effective Drafting Of Contracts For The Sale Of Real Property with Check List and Suggested Forms" M. N. Lieberman. Gann Law Books, 224 Market St., Newark 2, N.J. 1954. 365 pp. \$9.75.

Written for the practicing attorney to aid him in drawing or examining of contracts and to bring to his mind subjects which should be incorporated in the contract.

●

Lumber Dealers Promote Pre-fab Home Sales

Lumber dealers in Canada are entering the home mortgage field in a new co-operative venture to provide financing for pre-cut and prefabricated houses that can be erected for between \$5,000 and \$6,000 exclusive of the lot and basement foundation.

The lumber dealers will be shareholders in the new federally incorporated Interprovincial Trust Co. They've subscribed for \$700,000 shares in the company.

Under the scheme, the down payment for one of the prefab homes will be represented in the price of the lot, the basement foundation, and the cost of plumbing, heating and wiring. The houses themselves are sold by member lumber dealers. As the houses cannot be financed by the NHA (they cost half the price of an NHA house) they must be financed through the Interprovincial Trust Co.

CO-OP REPORT

Sales Show Levelling Off As Peak Buying Period Passes

As we move into the final quarter of 1957, our graph shows us the trend of home sales by co-op across the land. This year, in contrast to last year, we're happy to show that the fall decrease in co-op sales is not as sharp. Since the peak month of May, home sales have shown a more gradual dip than that experienced last year, and go to prove the stabilising effect of co-ops.

There's no doubt that the September figures would have been substantially higher if we had the figures for several boards that were late in filing returns this month. By next month the total of co-op sales across Canada for the year to date will reach the \$250,000,000 mark surely proof that co-op is a thriving business and here to stay.

Co-Op Sales in Calgary Make Headlines in Local Papers

Calgary Real Estate Board has every reason to be proud of its record total of \$14 million Co-Op sales in the nine months ended September 28.

A record \$2 million sales in August, biggest month of the Calgary Co-Op's history accounted for most of the increase.

In addition, the Calgary Herald headlined the achievement in the paper's financial page, in a bylined story by the financial editor.

"The gain came through generally higher sales prices rather than the number of properties handled, W. Frank Johns, executive secretary of the CREB told the paper, pointing out that the number of properties sold was approximately 3,000, about the same as last year.

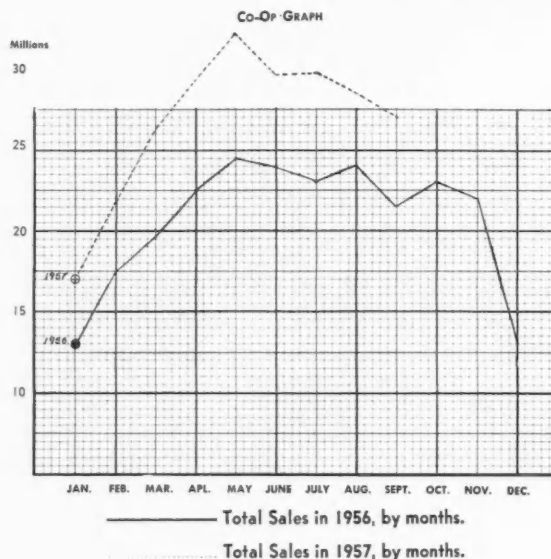
Prices of houses and in some instances, lots, have increased by 6 to 7 per cent during the year, Mr. Johns estimated. In some subdivisions, no lots are now available: the builder must now go farther into the suburbs to find a suitable lot.

Cash Buyer in Good Position

While prices have gone up, individual down payments have dimin-

Monthly graph shows how this year's co-op sales across Canada now are well above the sales reported last year.

Phil Seagrove, better known as "Mr. Co-op", with the comparative review of co-op operations across the country.



ished slightly. More owners are now accepting second mortgages or agreements for sale. This in turn has led to an increase in interest rates on this kind of paper. Rates are now mostly 7 to 7½ per cent.

"The cash buyer is in an excellent position today", commented Mr. Johns. Other realtors pointed out that all-cash deals—by no means frequent—can mean a reduction of from \$1,000 to \$3,000 or even more in the price.

Average value of houses sold in the period was \$12,800.

Note To Board Secretaries

The statistics on Co-Op sales that you send into CAREB headquarters each month may appear dull to you because you see them every month. But there are plenty of people in the district who are not aware of the achievements of the Co-Op system . . . so the facts and figures make news in the local papers.

So be sure you keep your local radio station and newspaper fully informed about your Co-Op achievements.

—Editor

"Downtown Better Get Humping"

Downtown isn't doomed, but it had better get humping, was the gist of a talk on "Regional Shopping Centres vs. the Downtown Districts — A Battle for Survival", given to the American Marketing Association of Chicago by Robert H. Pease of Draper and Kramer, a real estate company interested in shopping centre development.

Mr. Pease offered no easy solution to the downtown stores in their struggle with the "serious competition" offered by the outlying centres. Rather, he believes, downtown businessmen will have to co-operate in far-reaching plans to hold customers. "There's no question that downtown areas in cities of 50,000 to 200,000 are hurt by shopping centres even more than those in larger cities," he said. "What's more, they deserve to be hurt . . . they have done nothing in 30 years."

Shopping centres in cities of less than 50,000 are not likely to be profitable, he added.

Co-Op Statistics — September, 1957

Position as of Sept. 30th, 1956	1957	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
			Year to Date	Sept. 1957	Sept. 1956	Year to Date	Sept. 1957	Sept. 1956	Year to Date	Sept. 1957	Sept. 1956	
1	1	Toronto.....	69,886,798	8,768,758	5,833,635	12,288	1,589	1,205	4,471	554	378	1,300
2	2	Hamilton.....	35,671,040	3,978,121	3,699,051	6,953	764	712	3,087	315	357	259
3	3	Vancouver.....	30,800,729	3,447,917	2,598,115	8,429	877	678	2,778	288	242	614
4	4	Ottawa.....	15,233,724	1,459,730	1,067,017	3,149	260	241	1,075	90	77	220
5	5	Calgary.....	13,700,284	1,283,353	1,467,350	3,193	330	316	1,111	100	126	200
6	6	Winnipeg.....	13,692,634	1,459,825	1,475,950	3,333	312	309	1,316	139	143	390
7	7	Montreal.....	12,069,407	1,216,788	733,277	1,787	230	108	499	50	27	1,500
8	8	Edmonton.....	8,613,195	983,365	878,871	2,768	333	265	776	88	80	223
9	9	London.....	6,499,615	804,682	733,475	1,471	201	118	597	73	67	101
10	10	New Westminster.....	5,861,901	722,228	173,850	2,215	277	96	687	82	23	32
11	11	Victoria.....	5,189,194	673,972	466,788	1,391	188	149	562	76	53	115
12	12	Kitchener-Waterloo.....	5,055,759	519,234	458,290	1,085	109	98	460	46	40	74
13	13	Saskatoon.....	2,649,077	354,300	139,400	835	91	72	318	43	21	70
14	14	South Peel.....	2,491,439	172,475	206,323	466	41	38	143	11	12
15	15	Brantford.....	2,021,955	287,650	181,500	529	59	49	226	35	22	50
16	16	Windsor.....	1,667,591	108,350	157,600	385	39	28	150	11	13	157
17	17	Sarnia.....	1,537,596	133,350	97,725	306	30	22	135	11	10	45
18	18	Oshawa-Whitby.....	1,238,850	86,400	18,000	391	30	6	111	7	2	50
19	19	Regina.....	1,179,604	54,433	331	15	113	6
20	20	Oakville.....	898,250	65,100	206,495	163	13	20	53	4	13	10
21	21	Orillia.....	881,225	99,900	205,893	285	13	14	94	13	23	13
22	22	Peterborough.....	738,900	84,000	198,675	283	15	28	75	8	15	42
23	23	Sudbury.....	653,056	55,550	70,500	141	12	29	42	4	5	50
24	24	Galt-Preston.....	472,140	37,400	18,200	137	14	14	50	4	2	23
25	25	Kingston.....	465,650	26,950	44,400	86	4	7	30	2	3	47
26	26	St. Catharines.....	433,778	39,753	86,600	209	19	22	44	4	9	40
27	27	Brampton.....	431,400	17,000	15,500	71	3	2	28	1	1	15
28	28	Welland.....	364,545	30,850	8,000	239	23	8	41	5	1	40
29	29	Barrie.....	328,175	77,525	133	20	33	8	15
30	30	Sault Ste. Marie.....	293,547	57,900	34,300	49	7	7	24	4	4	36
31	31	Red Deer.....	233,370	77,000	97	4	20	5
32	32	Corwall.....	143,750	22,400	55,395	116	10	6	20	4	4	40
33	33	Nanaimo.....	94,250	Nil	61	Nil	11	Nil
20	20	*Niagara Falls.....	764,800	20,000	92,200	221	23	23	60	2	9	50
26	26	*Guelph.....	525,140	68,000	21,700	106	9	5	53	6	2	32
31	31	*Lethbridge.....	224,831
34	34	*Brandon.....	124,000	60,000	9	6
		*North Bay.....	414,225	13	12
		*Fort William.....	44,400	14	6
*Too late for inclusion.			244,747,364	27,338,659	21,504,075	53,702	5,978	4,717	19,294	2,107	1,790

Your

PUBLIC RELATIONS

Just what is public relations?

In the real estate business, it can be described as the science of interpreting a highly personalized service to a variety of publics.

One of the publics to be considered is the realtor's own staff.

All of us depend on other human beings in earning our livelihood. As a real estate broker in Calgary puts it, "People are our customers. People provide the capital to finance our operations. And the people on our payroll are partners in our enterprise."

Begins Inside the Office

Good public relations begin *inside*. Woe betide p.r. programs begun on behalf of external publics if the sponsor's internal situation leaves anything to be desired.

With a healthy employer-employee link, the attitude of employees to-

wards their employer with respect to his various "publics" will give his every action and pronouncement a true ring.

If an employer's own people do not believe in him, it is unrealistic to expect that others will.

One of the best ways of doing this is to give staff members a sense of belonging, of being important to the firm.

Use Only Half Potential

Research studies reveal that most people normally expend less than half their potential capacity on their work. Money motivates them just to a certain extent. It seems to buy only so many calls on the telephone or so many strokes on the typewriter. To get the latent 50% capability of our employees, their jobs must supply other satisfactions.

A powerful incentive to do more comes from being given a sense of participating in the making of decisions.

Why not take your employees into your confidence? Tell them what you plan, what you'd like to accomplish. Enlist their help in solving your problems.

Share The Secrets

Maybe your top salesman has a success secret he wouldn't mind sharing. A Montreal realtor found that the reason for the fine showing of one of his best producers was that he followed up an extra lead, one more than he really felt he had to, every day.

Perhaps your receptionist has an idea that would help get more listings. Maybe your stenographer could compose a better form letter, or your accountant could suggest ways of simplifying your book-keeping.

Encourage staff members to read the real estate journals and other periodicals to which you subscribe. In slack periods, your secretary might even prepare a digest of pertinent articles for circulation within the office.

Make it possible for your salesman to "learn more, earn more". Encourage them to participate in the activities associated with organized real estate. Urge them to join the local board, take advantage of the educational courses, and attend annual conferences.

Some offices have a suggestion box with prizes offered for good ideas. Others feature a "brain racking" period once a week, in which staff members sit around a table or desk and exchange views and opinions. A few employers prefer to hold

regular discussions with their employees, privately.

Only Good Can Result

Whatever form the internal p.r. program takes—and each will vary with the character and personality of the employer—the end results cannot be but good. Greater loyalty, more co-operation, and development of a strong office esprit de corps are some of these.

Uses "Home Week" To Publicise Board Activities

The Canadian version of National Home Week, from September 21st to 29th, was observed on a large scale by The Montreal Gazette in the publication of two special sections.

On Saturday, September 21st, the separate Classified Section regularly published on this day by The Gazette featured National Home Week banners over each Real Estate page and well over 11,000 lines of classified real estate advertising devoted to the occasion. A special section in The Gazette on the following Monday, featuring a full color front cover on National Home Week, and many stories and features covering home ownership and general building activity in the Montreal area, ran to some 12 pages and carried over 14,000 lines of real estate display advertising.

Included in the special supplement was an article by B. J. Bachand, manager of the Montreal Real Estate Board explaining "you'll be further ahead if you explain exactly to your broker why you want to sell": another article explained the three year course of the Canadian Institute of Realtors, and pointed to the formal training now required for those wishing to join the real estate profession.

Montreal Real Estate Board placed an eight-column advert. in the special supplement, which told the story of "photo co-op".

Life Insurance Companies Big Investors

Real Estate mortgages this year constitute the major share of investments of life insurance companies in Canada. Mortgages acquired by the life companies in the first seven months of 1957 totalled \$235 million, an increase in mortgage holdings of \$127 million.

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DAILY
TIMES**

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VICTORIA, B.C.

"Tips on Home Display" Is Effective P-R Piece Used by Ottawa Co-Op

When a property-owner lists his property for sale with the Ottawa Real Estate Board's Photo Co-op Service, he is assured of the service he is getting by a neat P-R piece that is mailed when the listing is received at the Board Office.

May Aid Displaying Home

It's a four page folder listing sixteen suggestions, that will help the prospect sell his home sooner and easier.

Front page of the folder points out that the prospect's property is now listed with over 70 Ottawa realtors, and that they have 300 salesmen, each of whom is now supplied with a photo and details of the property. The original photo is returned to the property-owner as a souvenir. Pointing out that the Ottawa Board had sold 1,000 properties totalling \$15 million during 1956, the letter requests the prospect co-operate with the Board by displaying the property to its best advantage, by following the 16 suggestions listed.

Lists Sixteen Ideas

The suggestions are well-tried and proven ones, but often neglected:

- (1) Have your property looking its best at all times.
- (2) Keep the yard neat and clean. Have the shrubs trimmed and the lawn cut. Make the prospect want to come inside. The first impression he gets is extremely important.
- (3) Dress up the windows. They are the eyes of the house.
- (4) Keep the house tidy—not as a furniture display window, but as a comfortable home in which to live.
- (5) Have the garage clean and neat. Broken window panes or loose knobs make an unfavorable impression.
- (6) Make all minor repairs such as sticking doors, leaky plumbing, broken light switches, etc. Little things like these make a house hard to show, and often kill a sale.
- (7) If you have a dog, keep him out of the house and under control.

Many buyers are afraid of a house dog.

- (8) Shut off or tune down the radio or television set. They are distracting during the showing of your property.
- (9) Let plenty of light into your rooms. Nothing adds a cheerful atmosphere more effectively than light.
- (10) A moderate amount of heat adds a feeling of coziness in cold weather. Fresh air is equally desirable on hot days.
- (11) Never apologize for the appearance of the house. It only emphasizes the faults.
- (12) If redecorating is needed, do it if possible. Properly done, it creates appeal.

(13) Be prepared at all times to allow your property to be shown. The prospect you turn away may be the logical buyer. If away for a while, please leave key with a broker or neighbor.

(14) If the prospect asks questions about the house and neighborhood, answer directly and honestly. Questions about the transaction should be referred to the salesman.

(15) Leave the showing of the house to the salesman. Interrupting his sales presentation may lose a sale.

(16) Please feel free to discuss frankly with your Realtor any problems that may arise relative to the marketing of your property.

Perhaps your board could profit by using a mailing piece along the same lines?

STUDY CONDITIONS

Time your next move wisely—even the first robin has more enterprise than sense.

:: :: ::

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Association of Real Estate Boards

OAREB Directors Hold Successful Meet in North Bay

Directors of the Ontario Association met in September in North Bay for their quarterly meeting. The meeting received good publicity in the local North Bay Nugget from which the report below is reprinted.

The president of the Ontario Association of Real Estate Boards claims co-op listing is the best way that a man can render service to his client.

Speaking at the banquet of the Ontario Association of Real Estate Boards at the Empire Hotel, Phil Seagrove of Hamilton, Ont., said "co-op listing is the best thing for a real estate man, as he is in a better position to render better service to his client."

Little Accomplishment "On One's Own"

Mr. Seagrove said the average man wants to make money and the real estate business is as good a place as any to make it. He warned this can only be done through a co-op as a man on his own "can't do very much."

"The prime factor in the real estate business is to build confidence in the public and the only way the public will deal is with an organized board," he continued.

He added "co-op listings has lifted our business to the highest level in six years and at the same time it has brought organization." Mr. Seagrove said when real estate men work together they can make lots of money. He gave an example where he said that a million dollars of real estate is being sold in Hamilton every week. He said this has been done "by working together".

Opportunities in North Bay

Mr. Seagrove said in a city like North Bay co-op listing has many wonderful opportunities as the real estate men know everyone. He added

"it is better for a real estate man to grow up in a friendly attitude".

He warned that co-op listing is "far from dead" as 32 million dollars a year is sold in real estate in Hamilton and 95 million dollars in Toronto.

He said there are many opportunities in a co-op and the co-op "has been wonderful to me".

William C. Morland, president of the North Bay Real Estate Board, extended a word of welcome to the visitors and said "The North Bay

Board is proud to be a member of the Ontario Association of Real Estate Boards".

Head table guests included: Fred Dawson, Vernon Murray, Mrs. Vernon Murray, Bernie Kelly, Mrs. Bernie Kelly, Bill Morland, Mrs. Bill Morland, Phil Seagrove, Mrs. E. J. Labreche, E. J. Labreche and F. E. McFarlane.

ORILLIA REALTORS' ASSOCIATION

Members of the Orillia association gathered at the Orillia Hotel October 7, to hear an address by C. W. Rogers, F.R.I., regional director of the CAR-EB, and past president of the Toronto Real Estate Board. Mr. Rogers' topic was "Creative Selling".

Ontario Association Directors Meet in North Bay



As reported above, directors of the Ontario Association met in September in North Bay for their quarterly meeting. Shown are some of the executive. Left to right, seated: Hubert McKeown of Ottawa, regional director; Phil Seagrove of Hamilton, president; Norman McFarlane of Ottawa, vice-president; Bernie Kelly of North Bay, executive director. Left to right, standing: Bill Follows of Toronto, executive-secretary; Andy Hawrelak of St. Catharines, Ont., regional director; C. W. Rogers of Toronto, regional director; C. R. Whitney of Kitchener, Ont., past president; W. J. Nix of Toronto, executive director; F. W. Dawson of Sault Ste. Marie, Ont., regional director; W. J. Webb of London, Ont., regional director and L. S. Smythe of Hamilton, committee chairman.

Co-Ops a Boon Windsor Realtors Agree

The "unparalleled value" of co-operative listings to realtors and customers was stressed to Windsor Star readers, when the paper reported on the address of P. A. Seagrove, OAREB president to the Windsor Real Estate Board.

Mr. Seagrove went on to state that Hamilton realtors have sold \$32 million worth of residential real estate this year, continued the paper.

"We began using the co-operative system five years ago," he said, "and sold only a million dollars worth of properties the first year."

Under the co-op system, a customer supplies details on the real estate to one agent who in turn passes this along to all other real estate board members.

44 In Windsor Using New System

In Windsor where members have been operating under the system for two year a customer has the services of 44 realtors and 97 salesmen in selling his property.

Co-operatives are used in all major centres in Canada. In Ontario 32 cities use it.

Alex E. Hoffman, president of the Windsor board, said \$257,000 worth of real estate was sold in the city during August.

As an example of the system's efficiency, a \$25,000 Victoria Ave. home was sold within 24 hours using the co-operative method, he told realtors.

Real Estate Men Work Harder in Europe

Only an expert can manage real estate in Europe, Leonard Reaume of Detroit, president of the International Real Estate Federation told the Windsor Daily Star. Mr. Reaume

was in Windsor as guest of the Windsor Real Estate Board. He is the first non-European to head the world-wide organization, was elected to the two-year term last year.

He was unstinting in his praise of European realtors.

"They are far more competent than we are and have to work in a system that has extraordinary relationships between landlords, tenants and municipalities," he declared.

"We often get the impression that Europeans are generally lazy. This is definitely not true as far as realtors are concerned. They work much harder than we do. In a French management agency, employees begin work at 8 a.m. and seldom finish before 8 p.m."

The intelligence of European realtors amazed Mr. Reaume. He explained that an average European realtor is trained as a lawyer. He has a vast knowledge of economics. Before starting his own office he serves a minimum of three years apprenticeship.

Huge Seaway Site Is \$50 Million Listing

Ojibway—an 1,800 acre parcel of land located on the Detroit River just west of Windsor, Ont., and directly across from the famed River Rouge industrial section of Detroit, has been listed for sale by Foster and Robarts, Realtors of Windsor, Ont., in co-operation with the U.S. firm of Homer Warren and Co. of Detroit.

Attention of large investors, corporations, syndicates in the United States, Canada, Great Britain, the Netherlands and Switzerland is being called to the parcel, which actually is in incorporated municipality, under one ownership, with many industrial improvements already installed, but

without a single home now located within its boundaries. An illustrated brochure, in full color with complete description of the property has been forwarded to prospects on four continents, as part of the selling campaign.

The property is on the Detroit River, and the river was the scene of the inaugural sales promotion campaign several weeks ago when a chartered yacht with dignitaries from Windsor, Detroit and Chicago participated in a water view inspection of the property.

Originally developed by United States Steel Corporation, the property contains two steel mills, and miles of roadways and railway tracks as well as a 2,500-foot slip for berthing vessels.

Promoters believe the site, which is on the St. Lawrence Seaway, will result in a \$15 million sale.

Labor Unhappy With National Housing Act

The national Housing Act in its present form cannot hope to satisfy the housing needs of Canadian workers, said Claude Jodoin, president of the Canadian Labour Congress, in Montreal last month.

"Our main criticisms are that the down payment required and the prevailing interest rate (six per cent) put even very modest types of housing out of reach of the average employee," Mr. Jodoin said.

Mr. Jodoin pointed out that the cheapest single-family dwelling that can now be purchased under an NHA loan costs about \$14,114. This means a \$2,600 down payment. Total final cost with a 25-year mortgage climbs to \$25,073.

"Both the down payment and the total cost are unrealistic in relation to the earnings of Canadian workers", he said.

Windsor Board Host to Distinguished Guests at Monthly Meetings



On two occasions last month the Windsor Real Estate Board was host to distinguished guests. Leonard Reaume of Detroit, president of the International Real Estate Federation, attended a meeting of the Windsor Real Estate Board and is seen in the photo (left) with Alex Hoffman, president of the Windsor Board and guest speaker Murray Bosley, then V-P, CAREB.

Photo at right shows W. J. Webb, president London Real Estate Board, Alex Hoffman, P. A. Seagrove (president OAREB) and Ivan Thrasher, secretary of the Windsor Board, on the occasion of Mr. Seagrove's visit.



K-W Board Sponsors

Real Estate Courses at University

An evening course in real estate got under way this fall at Waterloo College in Kitchener, Ont., when about 50 students registered for a two-year course in the fundamentals of real estate, sponsored by the Kitchener-Waterloo Real Estate Board in co-operation with the college's Adult Education Branch.

The directors of the board had long recognized the value of elementary training in real estate, especially of a formal nature. They had found it difficult to take the valuable hours of brokers for the time-consuming job of training new sales personnel, and so gave ready co-operation to the suggestion from the director of extension at Waterloo College, that the board sponsor a course in real estate.

Co-Ordinating Committee Busy

The board followed up the suggestion by appointing a College Course Committee (see cut). Its members were Dr. R. E. Reaman, head of the extension department of Waterloo College, C. R. Whitney, past president OAREB, who acted as chairman of the committee; W. G. Caton, of Bollert and Caton Ltd., vice-chairman; Lt.-Col. W. E. Macklin, lecturer; and A. Wiebe, president of the Kitchener-Waterloo Real Estate Board, Inc.

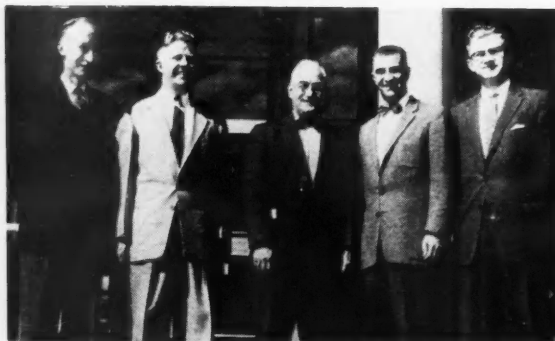
This committee handled the planning involved in getting the course on the rails.

Lecturer is Appraisal Expert

The committee had obtained the services of W. E. Macklin, appraiser with the firm of George Whitney Ltd., to act as co-ordinator and chief lecturer of the course. Mr. Macklin has had long experience as a property owner and manager of down-town holdings for many years, and for the past three years has been with the George Whitney Ltd., first as salesman, and later as appraiser. He recently completed Part 2 of the Appraisal Course at Cornell University. His 5½ years service during World War II including commanding two infantry battalions, and general staff appointments in Ottawa and in the north on research and development for winter and northern warfare, and he was discharged with rank of Lieutenant-Colonel.

Board President Happy

Reporting on the enrolment during the first week of the course, K-W Board president A. Wiebe commented "The first lecture took place on September 30. We had about 50 enrolments and were delighted with the response. We feel the course will do much to make the path of the broker easier, with the training of his new salesmen. We feel it will prove a great step forward in professionalization of the business in this community. We look forward to seeing others from our neighboring communities of Galt, Preston, Hespeler and Guelph availing themselves of the opportunity for a University Course education in real estate."



AT WATERLOO COLLEGE: the executive committee of the Waterloo College extension course in Real Estate. Left to right: Lt.-Col. W. E. Macklin, George Whitney Ltd., lecturer; W. G. Caton, Bollert and Caton Ltd., vice-chairman; Dr. R. E. Reaman, head of extension department, Waterloo College; C. R. Whitney, past-president OAREB and chairman of the committee; and A. Wiebe, president of the K-W Real Estate Board, Inc.

Kitchener-Waterloo Realtors Ask Planning Board Seat

Kitchener Realtors asked their City Council for some representation on the Kitchener Planning Board when future appointments are being considered.

"Logical Choice"

Abram Wiebe, president of the K-W Real Estate Board, sent the request to the Council October 8, when the Board learned that a vacancy on the planning board would soon be forthcoming. "Realtors feel it would be a logical choice for the city to name a realtor to fill the vacancy", he said.

How The Course Is Set Up

Other points about the course are as follows:

- course is two years long, runs in two terms, each of 26 weeks.
- a two-hour lecture is held once a week; second half of the period is devoted to discussion.
- cost is \$48 per annum, which includes textbooks, printed material and exams.
- there are no entrance requirements: persons with experience in the field can write an exam and enter second year level.
- subjects to be covered include: Economics; Architecture; Appraisal; Law; Brokerage; Mortgages; Public Speaking; Public Relations; Property Management; Accounts; Advertising; Land Valuation; Site Analysis; Deeds; Business English; City Planning and Zoning.

BRAMPTON REAL ESTATE BOARD

There was a good turnout of Brampton Realtors at the Board's regular monthly meeting held during the last week of September.

The meeting approved President Earnie Mitchell as a new broker member. Mr. Mitchell has served as a salesman for broker Harold S. Hare for many years.

Also on the agenda for discussion was a promotional campaign in local newspapers to encourage the public to deal with a Board member, and to promote the Co-Op service, which is reported to be growing steadily.

Board President Earnie Mitchell

BRAMPTON R.E.B.

(Continued from page 22)

told the Realtor that Brampton realtors had visited the South Peel Board at Port Credit, September 17, to join in their annual golf day and dinner. "We enjoyed meeting old friends and listening to their problems", he said, adding, "and by the way, we're making plans for a big ladies' night just before the Christmas season."

GALT - PRESTON - HESPELER

Fearn Lodge, on Brantford Highway, was the scene of the regular dinner meeting of the Galt-Preston-Hespler Real Estate Board Sept. 17.

President Larry Brundage was in the chair, and reported to the meeting on his attendance at the OAREB directors meeting in North Bay. He also commented on:

- the large increase in Co-Op sales made in that district.
- the importance of the training now available to Realtors through the CIR course.
- his forthcoming visit to the 14th annual conference of the CAREB.

A panel of three prominent Galt solicitors was present at the meeting. They answered a barrage of questions about the "legal aspects of selling real estate" which were put to them by members. The solicitors were A. W. A. White, D. H. Guthrie and Russell Edwards, whose answers to some of the problems were very stimulating.

CHATHAM-KENT

Real Estate Brokers and salesmen have a definite obligation to the public in following a strict code of ethics and by-laws, Wilf Webb, regional director of the OAREB told members of the Chatham-Kent Real Estate Board at their monthly meeting October 7.

The speaker was referring to the copy of "By-Laws and Code of Ethics" from the Real Estate and Business and Broker's Act which the Chatham Board has had drawn up for its members. "These rules are not imposed on you by a director. They have been drawn up for your own benefit" said Mr. Webb. "Their function is to raise the standard of real estate practice and ensure fair dealing with the public."

Mr. Webb concluded his address by congratulating the Board for the excellent turnout at the meeting. An estimated 75 per cent of members were present.

The C-K Board started in 1935 with five members. Today 22 firms are represented.

OSHAWA-WHITBY AND DISTRICT

"Public confidence in real estate men is not what it could be" OAREB president P. A. Seagrove told the October 9 meeting of the Oshawa-Whitby and District Real Estate Board.

Mr. Seagrove told the meeting that it was time to "clean up these iso-

lated incidents in our profession". There is nothing more rewarding than to be respected by those in the same business and the public as a whole, he continued, and real estate salesmen should strive and work toward this goal.

He had words of encouragement for the Oshawa group. "You can accomplish a lot here in Oshawa", he said, "Don't get the idea you are too small. Remember, a city with co-op will get more business than a city without".

A motion was passed and tabled at the meeting to change the name of the organization to the Oshawa Real Estate Board. The motion will be discussed and voted upon at the Board's November meeting. Members felt that the name was too long and should be abbreviated somewhat. It was pointed out that 80 per cent of the present Board membership is made up of Oshawa brokers.

Baronet Sells Real Estate

A Vancouver real estate salesman has inherited an English baronetcy.

John Simeon has become Sir John Barrington-Simeon following the death of his father this summer in England.

Sir John and Lady Simeon returned from England where they went to claim Sir John's inheritance. It includes the family home at Swainston on the Isle of Wight. The famous cedar under which Tennyson wrote his "Come into the garden Maud", grows on the estate.

Improved Services for London Realtors

New organizational moves are under way at the London Real Estate Boards with a view to increasing and improving the services available to local broker members.

First move was to appoint a full-time executive secretary to the Board. He is Michael W. Campbell, who for the past seven years had been office manager for a city law firm. His work will include developing promotion ideas and keeping accounts for the ever increasing number of co-op listings in the area, and to contacting and keeping up-to-date progress reports of co-op operations across Canada.

Good Newspaper Publicity

Evident in local newspapers were other of the board's new activities. Newspaper advertising in the classified section of local papers explained to London and district readers just

what the term "Realtor" involved. Part of a P-R campaign to encourage people to deal with Board members, the advert explained the Realtors' code of ethics, the advantages of co-op listings, and the experience of the Realtor in the field of buying and selling real estate.

Local newspapers also carried the news that London real estate brokers had increased their commissions to four per cent for an exclusive listing and five per cent for a non-exclusive. Move was finally approved October 15, reported Board president George Insell. He explained to the public that brokers did not believe the new scale would increase the price of housing. Rather he hoped that it would help cut back activity in the open type listing field and broaden activities of the co-op listing system, which has the advantage of putting the listed house with every broker in London.

EVERYBODY

reads the

Spectator

There are more Spectators sold in Hamilton DAILY than there are homes in the city.

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AND QUICK ADVERTISING
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SPECTATOR WANT ADS

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THE HAMILTON SPECTATOR

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**ALBERTA**

Real Estate Association

EXECUTIVE COMMITTEE

Donald M. Spencer, president, Edmonton.

Ernie Jackson, vice-president, Calgary.

Directors: William Bolze, Red Deer; Walter A. Brown, Calgary; P. A. Buttar, Edmonton; G. L. Coward, Lethbridge; Howard S. Kent, Calgary; L. W. Puffer, Lacombe; Peter Stackniak, Edmonton.

AREA Delegation Meets Provincial Sec.

A delegation of real estate men recently held a meeting with the Provincial Secretary for the Province of Alberta, Hon. A. J. Hooke, the Deputy Minister, and the Superintendent of Insurance.

The meeting was held in Edmonton to reach some conclusions with respect to the examination of agents and salesmen prior to licensing in the Province.

Mr. Don Spencer, the President of the Alberta Real Estate Association announced that the meeting had been most amicable and that general agreement had been reached on the major points.

Will Establish Advisory Board

In order to draft the necessary regulations which will give force and effect to the principle of examining prospective licensees, the Government of Alberta have suggested the establishment of a three man Advisory Board.

Mr. Spencer stated that the composition of the Board would be announced shortly and that he expected the first meeting of the Board and Government officials to be held within the next few weeks.

New Location Under Consideration

In response to a request for submissions of property suitable for Calgary Real Estate Board permanent office quarters more than 125 submissions were received. The Building Committee under the Chairmanship of Mr. J. T. Rich, Past President of the Real Estate Board is now hard at work sifting through the property in an effort to secure a location which will meet all the needs of the Association.

47 Students at 10-day Course

The 4th Primary Course for real estate salesmen was recently concluded in Calgary. This ten day Course was attended by 47 students and brings to approximately 200 the number who have taken the course in the past 10 months. The Educational Committee plan to hold a further Primary Course in November of this year at the conclusion of which approximately 50 per cent of all the salesmen in the City will have taken this training and received a complimentary copy of the training manual prepared by the Educational Committee of the Calgary Real Estate Board.

Value Of Tape Recorders

At the September general meeting of the Calgary Real Estate Board a demonstration of tape recordings on real estate topics was given. The directors of the Association now plan to purchase outright a tape recording machine and to build up a library of some 50 to 75 tapes of lectures, speeches and panels covering such topics as listings, appraising, salesmanship, trade-ins etc. The Calgary Real Estate Board will not only present these tapes at special meetings but the recording machine and the tapes are to be made available free of charge to all members of the Association who may wish to run off tape at their regular company sales meetings. It is anticipated that the library of tapes will eventually prove to be as successful as the library of written material now maintained in the Board offices.

"Hitch Your Wagon to a Star"

"Let us not fag in paltry works which serve our pot and bag alone. Let us not lie and steal. No god will help. We shall find all their teams going the other way: every god will leave us. Work rather for those interests which the divinities honor and promote — justice, love, freedom, knowledge, utility."

—Emerson.

Idea for Rural Realtors

Did you ever drive by a crowded county fair, not realising what a good hunting ground it is for prospects and listings?

One alert Realtor, always on the lookout for new ideas, has a booth at every fair in his district and finds it a good place to locate prospects. He is Mr. C. R. Kent of Cooperville, Mich., who adds to his flair for original advertising ideas, a keen memory for faces and names and what he calls the "positive attitude".

Here's an illustration:

"A man came into the office", said Mr. Kent, "who had received one of our circulars at the county fair, but had left without buying anything. He said 'I do not think you will remember me . . .' I replied 'You are Mr. Zander, and today you are going to buy a place from us'. He bought, and I believe my remembering him and my positive manner had something to do with bringing him to a decision."

In addition to finding a booth at a fair a good place at which to meet new prospects, Mr. Kent finds it profitable to attend auctions.

"Sometimes, when the auctioneer knows you personally, he will make some remarks about you and your business that brings you to people's attention", he writes.

A booth at a fair could be a good P-R idea for your board, if the size of your own business does not warrant it.

That people at such fairs and shows visit the booths and make good use of the literature available to them was clearly evident at this year's International Plowing Match held in Ontario last month. Rain caused many to seek shelter of the booths in between events: such was their demand for literature, that several exhibitors exhausted their stocks, and had to send to Toronto for further supplies.

Talk about a captive audience!

COAST-TO-COAST

MANITOBA

Publicity Campaign Uses Billboards To Advertise Winnipeg Board's Services

The Winnipeg Real Estate Board has embarked on a publicity campaign for the benefits of all its members. The object of the campaign is to bring before the public the name of the Winnipeg Real Estate Board, and also to make people familiar with the name of the Winnipeg Real Estate Board and the crest—the Canadian Association, which is being featured in all advertising.

It is felt that in this way the public will learn to recognize Members of the Winnipeg Real Estate Board and the Canadian Association. Program includes use of newspaper space and of strategically located billboards. (see cut).

Fall Golf Tournament

The Annual Fall Golf Tournament of the Winnipeg Real Estate Board was held at Southwood Country Club. Sixty-three Members and their guests were in attendance at this tournament. The tournament commenced at 1:00 p.m. and was followed by a steak dinner at 7:00 p.m. The winner of the Hudson's Bay Trophy, which was at stake, was Mr. J. Leithead of the mortgage department of the London Life Insurance Co.

Co-Op Still On Rise

Co-Operative listings of the Winnipeg Real Estate Board are continuing to grow and, at its present rate, 1957 will unquestionably establish a record for Winnipeg.

Downtown Winnipeg Billboard Features CAREB Crest

WINNIPEG BOARD has embarked on a program of public relations to encourage use of the photo co-op listing system. Photo shows one of the billboards atop a one-storey building in downtown Winnipeg.



BRITISH COLUMBIA

B.C. ASSOCIATION HOLDS FIRST CONFAB

One hundred fifty-three Realtors from all over British Columbia, attending the 1st annual Conference of the B.C. Association of Real Estate Boards in Vancouver, October 19, gave an enthusiastic reception to proposals for operating the new province-wide Multiple Listing Service.

The mushrooming growth of Multiple Listing, which is a co-operative effort between real estate offices, in B.C.'s metropolitan areas was pointed out as being entirely possible on a provincial scale. Advantages of the M.L.S. are faster sales for home owners at more realistic prices along with stabilization of incomes for real estate salesmen.

Particularly affected by the service would be sales of hotels, ranches, farms, industrial and commercial properties. The major markets for these are in the metropolitan areas, it was pointed out, however the local home-town real estate man is the one who is given the job of trying to sell it.

Frequently the market he needs to move that particular property is not available to him quickly. Under the new service almost every potential buyer in B.C. will have easy and immediate access to facts about the property for sale, thus stimulating sales.

In the other sessions of the day, the B.C. Realtors discussed the proposed new Real Estate Act for B.C., which is being presented to the next session of the provincial legislature, and heard an extensive report on the new educational facilities being arranged for in conjunction with the University of B.C. to provide more and better training in the real estate field.

Guest speaker at the association luncheon was J. A. Lowden, who addressed realtors on the topic "Some Aspects of Real Estate License Law in Canada."

DRIVE CAREFULLY

You can see the world in an automobile—the way you drive decides which world.

ONTARIO ASSOCIATION OF
REAL ESTATE BOARDS

36th Annual Conference, 1958

Sunday, Monday, Tuesday

February 16th, 17th and 18th

Royal Connaught Hotel — Hamilton

Registration Fee:

Brokers, Salesmen and Salesladies	\$35.00
Wives and Guests	20.00
Daily Registration	20.00

Registration fee includes EVERYTHING: ALL BUSINESS SESSIONS
ALL LUNCHEONS — ALL RECEPTIONS — ALL DINNERS
FINAL BANQUET — ENTERTAINMENT

*Watch December "Realtor" for Conference Preview

Make cheque payable to

ONTARIO ASSOCIATION OF REAL ESTATE BOARDS

You'll be able to enjoy the 1958 O.A.R.E.B. convention in Hamilton more if you know that the hotel space you want is all arranged. And the best way to ensure that is to **register now**. Please send both your registration and reservation to Neil Bain. Be sure that the form below is filled out completely, not omitting the time of your arrival so your room can be ready when you want it.

O.A.R.E.B.'s 36th ANNUAL CONVENTION
FEBRUARY 16, 17, 18
HAMILTON, ONT.

TO: MR. N. BAIN,
Registration Chairman,
c/o Hamilton Real Estate Board,
160 James St. South,
Hamilton, Ont.

I plan to attend the conference, and enclose my cheque for \$_____ to cover the registration fee. It is understood that in the event I am unable to attend, this advance will be refunded to me, provided I advise you before February 5th, 1958.

NAME _____ STATUS _____
(Broker, Salesman, Guest)

ADDRESS _____ CITY & PROV. _____

I am a member of the _____ Board.

Hotel accommodation required ☐ Single ☐ Double

Arrival date and time _____ Departure date and time _____

Below I have indicated exactly how I would like my name to appear on my identification badge:

MY NAME _____ WIFE'S NAME _____

STEVENSON SPEAKS

(Continued from page 13)

conditions throughout our country. The Boards in turn receive up-to-date news of their Canadian Associations' activities, and their officers and executive have an opportunity to express their ideas, and bring forward any constructive criticism for consideration. On behalf of my fellow officers and myself, I would like to thank the board presidents and their executives for the warm welcome and wonderful hospitality we received on these visits.

Our Association is now in sound financial condition, and we now have a substantial reserve, which is so necessary for the efficient management of any organization. I should like to express my sincere thanks to Mr. Harry LePage and his finance committee for the interest and judgment his committee have shown in their work.

Success in Nova Scotia

Largely as a result of the 1956 Convention being held in Halifax, the Nova Scotia Realtors made up their minds last Fall to obtain a Provincial License Act. A committee was formed, under the leadership of Mr. Geo. Digby, the president of the Halifax Board and Mr. Jim Roy, Regional Vice-President for Nova Scotia, and I am delighted to report that with assistance from our association the Realtors in Nova Scotia now have a Provincial License Act. You may be aware that most provinces are endeavoring year by year to have their License Acts strengthened and improved. The officers and executives of C.A.R.E.B., and I believe our Member Boards are 100 per cent conscious that one of our important duties is to see that the Canadian public receive all possible protection from unscrupulous agents.

Unfortunately, our Provincial Governments, in most cases, seem to think we have only an axe to grind, and are suspicious of our every move when we recommend amendments to our respective Provincial Acts. It takes some unfortunate incident, when there is a substantial loss to the public, before our pleas for the strengthening of our Licensing Acts receive proper consideration from our Provincial Legislatures. This is a shame but we shall, nevertheless, continue to strive for improvements and hope we shall eventually meet with success.

***Mr. Stevenson concluded his address with a review of current economic conditions in Canada, the gist of which is summarized on page 5.

REAL ESTATE DIRECTORY

GENERAL REAL ESTATE

- **CORNWALL, ONT.**
Dominic A. Battista, Realtor,
634 Augustus St.,
Cornwall, (the Seaway City).
- **NANAIMO, B.C.**
"On the blue Pacific"
Nanaimo Realty Co. Ltd.,
Nanaimo Realty Block.
- **SUMMERSIDE, P.E.I.**
"Summerside Realities"
Box 298, Summerside, P.E.I.

FOR REAL ESTATE SALES

- **BRANDON, MAN.**
Hughes & Co. Ltd.,
125 - 10th Street.
- **CALGARY, ALTA.**
Burn-Weber Agencies,
218 Seventh Ave. W.
- **EDMONTON, ALTA.**
Spencer & Grierson Ltd.,
10517 Jasper Avenue.
- **NIAGARA FALLS, ONT.**
David D. McMillan,
1916 Main Street.
- **OTTAWA, ONT.**
Charles A. Brownlee Limited,
63 Sparks St.—Central 2-4203
- **PETERBOROUGH, ONT.**
Irwin Sargent and Lowes,
441 Water Street.
- **QUEBEC, QUE.**
Ross Brothers & Company Limited,
P.O. Box 9 (Uppertown)
Lafontaine 2-4091
- **WINDSOR, ONT.**
Alex. E. Hoffman,
930 London St. West.
- **CALGARY, ALTA.**
Clair J. Cote Ltd.,
41 Hollinsworth Bldg.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.,
Realtors, 197 Sparks Street,
Ottawa, Ont. Phone CE. 6-7101.

Rates for Professional Listings

For six insertions \$50.00
For twelve insertions \$80.00

FOR INDUSTRIAL SITES AND PROPERTIES

- **CALGARY, ALTA.**
Clair J. Cote Ltd.,
41 Hollinsworth Bldg.
- **EDMONTON, ALTA.**
Melton Real Estate Ltd.,
10154 - 103rd Street. Phone 47221.
- **EDMONTON, ALTA.**
Don Reid Real Estate Co.,
11563 Jasper Avenue.
- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
1215 May Street.
- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **REGINA, SASK.**
W. Clarence Mahon,
350 Western Trust Bldg.
- **WINDSOR, ONT.**
Alex E. Hoffman,
930 London St. West.
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013 - 101A Ave.

FOR FARMS AND RANCHES

- **KAMLOOPS, B.C.**
George C. Hay Ltd.,
418 Victoria St.

FOR IDEAL STORE LOCATIONS

- **FORT WILLIAM, ONT.**
G. R. Duncan & Co. Ltd.,
1215 May Street.

FOR APPRAISALS

- **CALGARY, ALTA.**
Ivan C. Robison & Company,
703-5 Street West,
Phone AMherst 63475
- **EDMONTON, ALTA.**
Weber Bros. Agencies Ltd.,
10013-101A Avenue..
- **TORONTO, ONT.**
Chambers & Meredith Ltd.,
24 King Street West.
- **ST. CATHARINES, ONT.**
Andy Hawreliak, Realtor,
Dominion Building, MUtual 4-2324.

FOR SUMMER PROPERTIES

- **MUSKOKA, ONT.**
Francis J. Day,
Port Carling - Phone 84.

FOR PROPERTY MANAGEMENT

- **HALIFAX, N.S.**
Roy Limited,
Roy Building.
- **VANCOUVER, B.C.**
Blane, Fullerton & White Ltd.,
517 Hamilton Street.
- **WINDSOR, ONT.**
U. G. Reaume Ltd.,
176 London St. W.,
802 Canada Trust Bldg.
- **CALGARY, ALTA.**
Crown Trust Company,
227 Eighth Avenue W.
- **OTTAWA, ONT.**
C. A. Fitzsimmons and Co. Ltd.,
Realtors, 197 Sparks Street,
Ottawa, Ont. Phone CE. 6-7101.

WESTERN CANADIAN APPRAISALS

Arthur E. Jellis, M.A.I.
ACCREDITED MEMBER:
American Institute R.E.A.
and
Appraisal Institute of Canada
MELTON REAL ESTATE LTD.
Head Office, Edmonton, 10154 - 103rd St.
Phone 47221
Calgary, 534 - 8th Avenue West
Phone AMherst 6-2251

Rates for Advertising in the Real Estate Directory:

	Per Issue
2 lines — 12 issues	\$3.00
2 lines — 6 issues	\$3.50
2 lines — less than 6 issues	\$4.00

Additional lines, 50 cents per issue.
No charge for city and province lines.

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2849 Bloor St. W.,
TORONTO
RO. 6-4155

Walter Smith & Co.

Accountants & Auditors
2461 Bloor St. West,
TORONTO
RO. 9-4113

Brokers

Here's How To Multiply YOUR SALES

By making every Realtor in the Country your agent

Move your industrial and commercial listings faster by national co-op selling through the Canadian Realtor

Your advertisement in the Realtor will serve a national co-op purpose. It will:

- Show your property to 7,700 members of the Canadian Association of Real Estate Boards from coast to coast.
- Enable you to sell more, faster, for you will have the co-operative efforts of Canada's realtors at your disposal.
- Cost you LESS than conventional methods at present employed (e.g. direct mail pieces).

Advertise your high value properties in The Canadian Realtor and thereby take advantage of this national medium to reach your fellow realtors.

Advertising Rates

Per Insertion	One Time	6 Times	12 Times
One page	\$140.00	\$125.00	\$110.00
Two-thirds page	118.00	104.00	99.00
Half-page	84.00	74.00	64.00
One-third page	64.00	57.00	54.00
One-quarter page	59.00	52.00	47.00
One-sixth page	40.00	35.00	30.00
One-eighth page	30.00	27.00	24.00

Advertising copy to be mailed to: The Canadian Realtor
19 Duncan St.,
Toronto, Ontario

The Canadian Realtor is published on the 15th of each month. Advertising copy to reach publishers no later than the 1st of the month of publication.

